

# STATE of WISCONSIN



## OFFICE of the GOVERNOR

# Proclamation

*WHEREAS*, small businesses can be found in every corner of Wisconsin, from our biggest cities to our smallest towns, and are the hearts of our communities, the catalysts of our local economies, and the livelihoods of so many Wisconsinites; and

*WHEREAS*, the state of Wisconsin celebrates our local small businesses and the many contributions they make to our communities every day; and

*WHEREAS*, small businesses are more likely to utilize other local businesses such as banks, service providers, and farms, and for every dollar spent at a local business, 68 cents will stay in the community; and

*WHEREAS*, even in the face of the COVID-19 pandemic, small businesses across Wisconsin have found innovative ways to help customers shop safely for the holidays by offering online shopping, curbside pickup, delivery, and other services; and

*WHEREAS*, now more than ever, it is important to support our local small businesses, with every dollar a customer spends representing an investment in local jobs, strong communities, and our state's economy; and

*WHEREAS*, this summer, in partnership with the Wisconsin Economic Development Corporation (WEDC), we provided over \$65 million in grants to more than 26,000 small businesses statewide through the We're All In grant program and, in October 2020, announced a second phase aiming to distribute another \$120 million to small businesses struggling due to the pandemic; and

*WHEREAS*, today, the state of Wisconsin joins community leaders, local businesses, public and private partners, and the WEDC in encouraging all Wisconsinites to declare "We're All In" for shopping local and to safely patronize their favorite small businesses during the holiday season and throughout the coming new year;

*NOW, THEREFORE*, I, Tony Evers, Governor of the State of Wisconsin,  
do hereby proclaim November 28, 2020, as


## SMALL BUSINESS SATURDAY

throughout the State of Wisconsin and I commend this observance  
to all our state's residents.

IN TESTIMONY WHEREOF, I have  
hereunto set my hand and caused the  
Great Seal of the State of Wisconsin  
to be affixed. Done at the Capitol in  
the City of Madison this 25<sup>th</sup> day of  
November 2020.

  
TONY EVERS  
GOVERNOR

By Governor:

  
DOUGLAS LA FOLLETTE  
Secretary of State

